**Programme for ICNT2013 in Porvoo**

**Wed 6 November**

17.30 – *Town walk & get-together*, Rakuunarykmentti

**Thu 7 November**

8.30 – *Registration*

9.00 – 9.30 *Welcome*: Lauri Tuomi, Vice president, HAAGA-HELIA UAS

9.30 – 10.30 *Keynote*: Service Design as a Value Creation Tool: Application to Destination, Frédéric Dimanche, Professor, SKEMA Business School, France

10.30 – 11.15 *Activity & coffee break*

11.15 – 12.30 *Paper session 1*: Destination Branding

Mexico’s Tourist Brand, Alex Scherer, Alejandro Nieto, Erick Rebatel Liebano & Zaira Aviño

International Image of Helsinki as a Tourist Destination, Eva Holmberg & Katri Heikkilä

12.30 – 13.30 *Lunch*

13.30 – 14.30 *Keynote*: Service Design through Inquiry Learning

Marika Alhonen & Sirpa Lassila, Senior lecturers, HAAGA-HELIA UAS

14.30 – 15.15 *Activity & coffee break*

15.15 – 16.30 *Paper session 2*: Authenticity vs. artificiality

Authentic Concepts: Effects on Tourist Satisfaction, Ingunn Elvekrok & Marit Gundeseth

The Artificial Surf Reef at Mount Mayganui, New Zealand. A Study of Stakeholder Perseptions, Michael Lück

19.00 – *Conference dinner*

**Fri 8 November**

9.00 – 10.00 *Keynote*: On-going Research Projects at the Finnish Tourist Board, Kristiina Hietasaari, Research and development manager, Finnish Tourist Board

10.00 – 10.30 *Coffee break*

10.30 – 12.00 *Paper session 3*: Tourism Business Development

The Balanced Scorecard – in Instrument for Quality Development in Museums, Anja Wollesen

What is the Value in Exhibiting at an Exhibition, Peet van der Merwe & Melville Saayman

Strategic Auditing in Tourism – External or Internal? Add Mezzanine Analysis, Gudrun Mahlau

12.00 – 13.00 *Lunch*

13.00 – 14.00 *AGM*

14.00 – 15.00 *Keynote*: Demanding Customer Encounters, Teemu Kokko, Vice president, HAAGA-HELIA UAS

15.00 – 15.30 *Coffee break*

15.30 – 16.45 *Paper session 4*: Regional Development

Impacts of Recreation Planning on Shuswap Lakes, British Colombia, Canada, John Hull

Measuring tourism Streams in Helsinki-Uusimaa Region, Jarmo Ritalahti

16.45 – 17.00 *Closing words*: Jarmo Ritalahti & team, HAAGA-HELIA UAS

19.00 - *Dinner*

**Sat 9 November**

Excursion